

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Sioux Falls-Mitchell, S.D. (93)	35	59	26	Tyler, Tex. (160)	49	7	—
South Bend-Elkhart, Ind. (85)	38	59	57	Utica, N.Y. (159)	14	—	24
Spokane, Wash. (75)	45	46	51	Valdosta, Ga. † (Tallahassee, Fla.)	6	—	—
Springfield, Mass. (94)	39	—	42	Victoria, Tex. (203)	5	—	7
Springfield, Mo. (82)	22	57	61	Waco-Temple, Tex. (95) *	39	46	—
Springfield-Decatur-Champaign, Ill. (70)	55	64	61	Washington (9)	221	237	230
Syracuse, N.Y. (67)	55	74	76	Watertown-Carthage, N.Y. (172)	—	23	—
Tallahassee, Fla. (132)	11	47	8	Wausau-Rhineland, Wis. (131)	25	37	12
Tampa-St. Petersburg, Fla. (18)	175	207	155	West Palm Beach-Ft. Pierce, Fla. (62)	45	24	57
Terre Haute, Ind. (127)	12	39	40	Wheeling, W.Va.-Steubenville, Ohio (123)	—	44	51
Toledo, Ohio (60)	57	87	88	Wichita-Hutchinson, Kan. (57)	59	73	62
Topeka, Kan. (136)	7	33	23	Wichita Falls, Tex.-Lawton, Okla. (126)	25	28	26
Traverse City-Cadillac, Mich. (138)	13	43	32	Wilkes Barre-Scranton, Pa. (50)	96	65	91
Tucson, Ariz. (83)	44	42	47	Wilmington, N.C. (151)	27	—	55
Tulsa, Okla. (54)	89	91	63	Yakima, Wash. (122)	21	32	25
Tuscaloosa, Ala. (188)	—	10	—	Youngstown, Ohio (92)	40	60	51
Twin Falls, Idaho (204)	—	—	10	Zanesville, Ohio (200)	—	—	11

## Lucky numbers for 'Wheel of Fortune'

It stays number one in Nielsen's Cassandra figures for November sweeps; programing with limited reach places second and third; 'M\*A\*S\*H' is fourth, 'Three's Company' is fifth

*Wheel of Fortune* extended its hold as the number-one syndicated television show in the A.C. Nielsen Co.'s Cassandra report for the November 1984 local sweep period.

Southwest conference football, seen in 19 markets representing 7.4% coverage of U.S. TV homes, was second, averaging 10.7/35. *Women of Russia*, in nine markets representing 12.6% coverage, was third at 10.4/16.

*M\*A\*S\*H* was fourth, while *Three's Company* was fifth, among the 439 programs rated and ranked in the report, released last week. (Cassandra rankings are in descending order of ratings alone and take no account of the size of a program's distribution.)

*Family Feud PM*, which was number one in November 1983 but yielded that ranking

to *Wheel* last May, was the seventh-ranked program. *Entertainment Tonight* was sixth.

*Wheel of Fortune* averaged a 16.4 rating/29 share in 179 markets (98.1%, the highest coverage of any show), up from a 12.1/23 in 59 markets a year earlier. It was number one not only in total but also among women, aged 18-49 (10.7 average rating), total women (13.8), total men (9.9) and adults (12.0). *Wheel* was third among men, aged 18-49 (7.5), eighth among teen-agers (6.7) and 22d among children (7.0).

*M\*A\*S\*H* averaged 10.0/22 in 164 markets (86.8% coverage) in taking fourth place, while *Three's Company* had a 9.6/21 in 167 markets (95.2% coverage) in placing fifth and *Entertainment Tonight* did an 8.7/17 in 141 markets in securing sixth. Rounding out the top 10 were *Family Feud PM* (8.4/16 in 111 markets), *PM Magazine* (8.2/15 in 67 markets), *Hee Haw* (7.9/18 in 169 markets) and *People's Court* (7.8/20 in 169 markets).

Among the top-rated game shows, after

*Wheel* and *Family Feud*, were *Jeopardy*, which with a 7.2/21 in 116 markets (79.9% coverage) tied for 15th overall, and *Name That Tune*, (74.9% coverage) which averaged 6.5/14 in 96 markets to rank 19th. Among others, *Let's Make a Deal* averaged a 3.9/14 on 109 stations (71.1% coverage) to tie for 64th. *Anything for Money* did a 3/11 on 90 stations (70.6% coverage), tying for 118th.

*Donahue* held its number-three position among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* did a 5.9/28 in 171 markets to join a five-way tie for 24th.

Among new off-network syndication series, *Diff'rent Strokes* ranked the highest, 12th, with a 7.6/17 in 85 markets, followed by *Benson* (7/15) tied for 17th, *Too Close for Comfort* (6/13) tied for 22d, *Dukes of Hazard* (5.9/15) tied for 24th, *Hart to Hart* (5.3/12) in a four-way tie for 33d and *Dallas* (4.7/11) tied for 45th. Among women 18-49, however, *Dallas* pulled a 4.4 rating,



Wheel of Fortune



M\*A\*S\*H



Three's Company